PHILIP MORRIS USA
EVENTS & PROMOTIONS SUMMARY
MAY 1995

MAY ACTUALS	MAY FORECAST	VARIANCE FAV/(UNFAV)			YEAR-TO-DATE ACTUALS	YEAR-TO-DATE OPEN COMMITT	YEAR-TO-DATE TOTAL	TOTAL YEAR FORECAST	VARIANCE FAV/(UNFAV)
$1,097,737	$2,073,000	$975,263	E11	AUTO RACING	$12,565,602	$11,272,201	$23,837,803	$27,000,000	$3,162,197
1,140,841	4,389,000	3,248,159	E13	THUNDER	3,829,068	999,586	4,828,654	41,400,000	36,571,346
9,600	0	(9,600)	E15	ADVENTURE TEAM	112,290	476,453	588,743	1,100,000	511,257
(370,561)	766,667	1,137,228	E25	MAT VISIBILITY PROGRAM	727,753	268,053	995,806	8,700,000	7,704,194
1,877,617	**7,228,667**	**5,351,050**		**TOTAL MARLBORO EVENTS**	**17,234,713**	**13,016,293**	**30,251,006**	**78,200,000**	**47,948,994**
3,326,593	6,415,000	3,088,407	I3F	VAN PROMOTION	13,169,087	13,323,867	$26,492,954	32,500,000	6,007,046
$5,204,210	**$13,643,667**	**$8,439,457**		**TOTAL MARLBORO**	**$30,403,800**	**$26,340,160**	**$56,743,960**	**$110,700,000**	**$53,956,040**
$0	$0	0	E48	PARLIAMENT RESORTS	$3,188	$0	$3,188	$0	($3,188)
13,326	0	(13,326)	E49	PARLIAMENT RESORTS N. EAST	40,922	19,842	60,764	0	(60,764)
61,541	0	(61,541)	E52	WINTER RESORTS	233,087	88,298	321,385	300,000	(21,385)
0	400,000	400,000	E53	SUMMER RESORTS	800	64,183	64,983	1,200,000	1,135,017
$74,867	**$400,000**	**$325,133**		**TOTAL PARLIAMENT**	**$277,997**	**$172,323**	**$450,320**	**$1,500,000**	**$1,049,680**
$4,428	$0	($4,428)	E12	VS TENNIS	$41,762	$25,750	$67,512	$0	($67,512)
320,662	333,334	12,672	E13	VS LEGEND	1,678,510	2,539,000	4,217,510	4,000,000	(217,510)
75,436	41,700	(33,736)	E92	VS SOUTHERN WOMEN'S SHOW	239,981	207,275	447,256	500,000	52,744
$400,526	**$375,034**	**($25,492)**		**TOTAL VIRGINIA SLIMS**	**$1,960,253**	**$2,772,025**	**$4,732,276**	**$4,500,000**	**($232,276)**
$500	$150,000	$149,500	E17	MERIT BOWLING	$70,084	$975,600	$1,045,684	$1,800,000	$754,316
$500	**$150,000**	**$149,500**		**TOTAL MERIT**	**$70,084**	**$975,600**	**$1,045,684**	**$1,800,000**	**$754,316**
$7,236	$150,000	$142,764	E26	B&H BLUES	$539,190	$1,101,030	$1,640,220	$2,000,000	$359,780
$7,236	**$150,000**	**$142,764**		**TOTAL BENSON & HEDGES**	**$539,190**	**$1,101,030**	**$1,640,220**	**$2,000,000**	**$359,780**
$5,687,339	**$14,718,701**	**$9,031,362**		**TOTAL BRAND**	**$33,251,324**	**$31,361,138**	**$64,612,462**	**$120,500,000**	**$55,887,538**
$51,220	$100,000	$48,780	E41	EVENT PROMOTIONS	$178,540	$285,711	$464,251	$1,400,000	$935,749
99,315	50,000	(49,315)	E42	CONSUMER PROMO. - PREMIUM	159,365	55,024	$214,389	300,000	85,611
123,335	200,000	76,665	E45	CMP-FESTIVAL SPONSORSHIP	777,103	401,180	1,178,283	2,400,000	1,221,717
761,553	1,300,000	538,447	E47	CMP-MARLBORO EVENT MKTG	2,417,953	3,763,526	6,181,479	7,400,000	1,218,521
52,388	150,000	97,612	E50	TELEMARKETING SERVICES	358,752	412,257	771,009	1,900,000	1,128,991
$1,087,811	**$1,800,000**	**$712,189**		**TOTAL PROMOTIONS**	**$3,891,713**	**$4,917,698**	**$8,809,411**	**$13,400,000**	**$4,590,589**
$6,775,150	**$16,518,701**	**$9,743,551**		**TOTAL EVENTS & PROMOTIONS**	**$37,143,037**	**$36,278,836**	**$73,421,873**	**$133,900,000**	**$60,478,127**

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Source: https://www.industrydocuments.ucsf.edu/docs/skpn0004